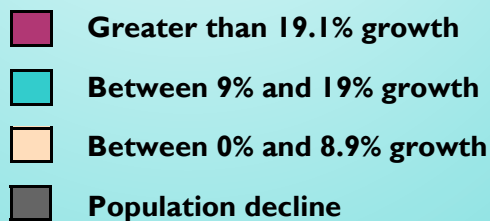
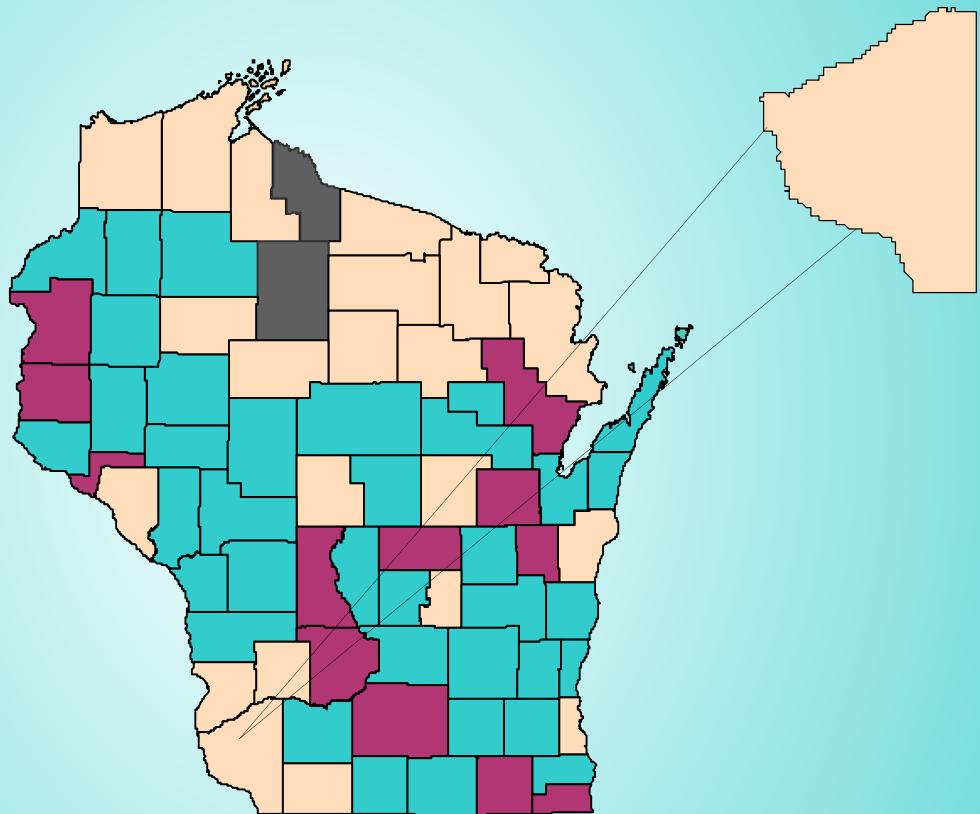


Grant County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population increase of 1.1 percent in Grant County lagged both the increases in the State of Wisconsin and in the nation. From April 2000 through December 31, 2001 the population increased by 568 residents from 49,597 to 50,165. Most of the additional residents moved into the county during the 20-month period. The largest increase in population was in the City of Boscobel and most likely reflects an increase in institutional population at the prison.

The migration rate in Grant County exceeded the 0.9 percent migration rate in Wisconsin but lagged the experience of other non-metropolitan counties. There was a net migration of roughly 510 individuals to the county since 2000.

The increase in population from natural causes totaled just 56 even though there were 952 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Grant County in 2000 was 35.9 years, higher than in many Wisconsin counties. The median age would likely be higher if it wasn't for the younger student population at the University of Wisconsin-Platteville campus in the county.

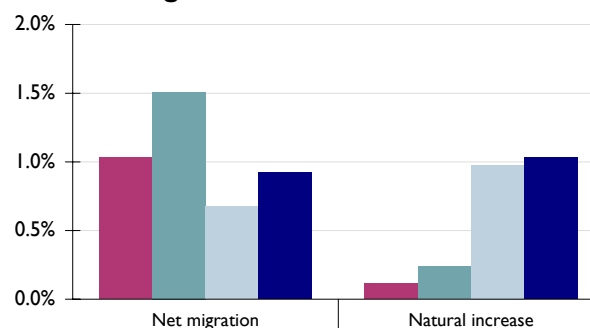
Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births of whites is still the largest share of all

Total Population

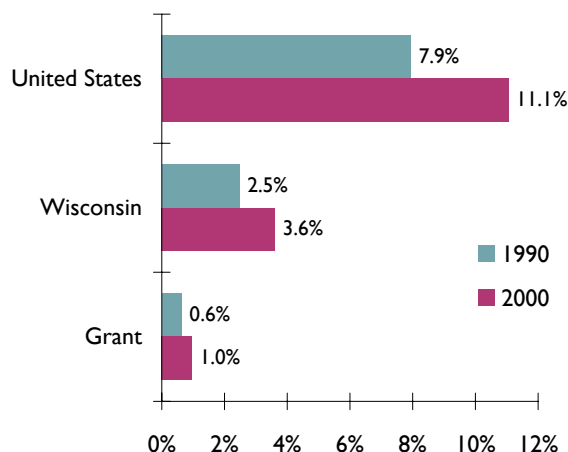
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Grant County	49,597	50,165	1.1%
Largest Municipalities			
Platteville, City	9,989	9,999	0.1%
Lancaster, City	4,070	4,075	0.1%
Boscobel, City	3,047	3,228	5.9%
Fennimore, City	2,387	2,386	-0.0%
Jamestown, Town	2,077	2,091	0.7%
Cuba City, City*	1,945	1,952	0.4%
Muscoda, Village*	1,357	1,360	0.2%
Platteville, Town	1,343	1,353	0.7%
Hazel Green, Village*	1,171	1,166	-0.4%
Hazel Green, Town	1,043	1,132	8.5%

* Grant County portion only

Net migration and natural increase



Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in the county were born in Asian countries, followed by those of European descent. Out of a total foreign-born in 2000 of 476, 202 moved to the county in the last decade.

Also in the last decade there were over 5,480 births in the county. That's fewer than the number of residents under the age of nine in 2000 and suggests that

(Continued on page 2)

Grant County Workforce Profile

Population Projections by Age Groups in Grant County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,400	1,600	1,873	2,630	2,925	1,368	1,377	1,663	1,881	1,731	1,437	1,118	1,060	926	842	1,333
Female	1,176	1,562	1,793	2,194	1,880	1,173	1,272	1,726	1,826	1,669	1,424	1,154	1,100	1,010	980	2,494
2005																
Male	1,363	1,469	1,741	2,805	3,234	1,449	1,177	1,403	1,734	1,934	1,781	1,469	1,140	1,009	859	1,436
Female	1,305	1,234	1,704	2,257	2,066	1,236	1,110	1,321	1,764	1,858	1,709	1,449	1,157	1,069	949	2,587
2010																
Male	1,421	1,410	1,564	2,598	3,436	1,560	1,228	1,185	1,451	1,768	1,978	1,806	1,488	1,083	937	1,514
Female	1,362	1,352	1,318	2,141	2,130	1,363	1,172	1,161	1,360	1,807	1,915	1,748	1,466	1,141	1,019	2,635
2015																
Male	1,453	1,472	1,503	2,261	3,144	1,661	1,324	1,238	1,229	1,485	1,814	2,013	1,832	1,424	1,017	1,633
Female	1,391	1,413	1,447	1,624	2,024	1,409	1,295	1,228	1,200	1,399	1,867	1,961	1,772	1,457	1,095	2,743
2020																
Male	1,463	1,511	1,582	2,178	2,751	1,560	1,431	1,349	1,301	1,277	1,551	1,877	2,075	1,781	1,366	1,811
Female	1,401	1,451	1,525	1,780	1,543	1,348	1,345	1,356	1,276	1,242	1,459	1,925	1,998	1,773	1,407	2,929

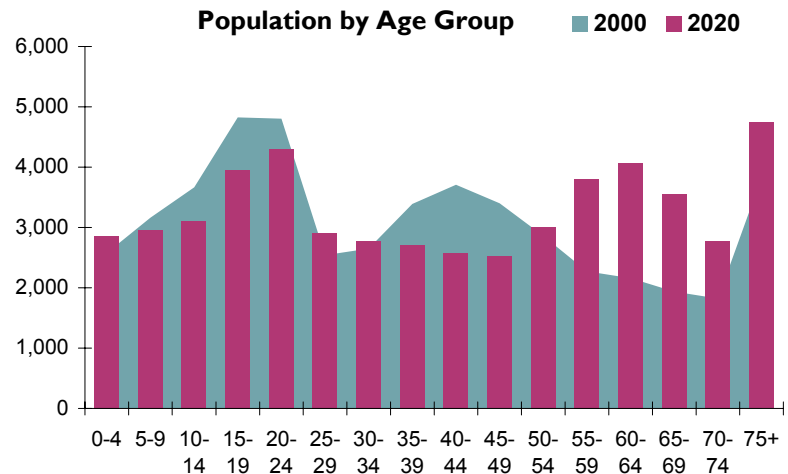
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

families with younger children were a big part of county gains from migration. The influence of migration is also key in the population projections from the Wisconsin Demographic Services section. Nearly all of that increase is projected in the older age groups.

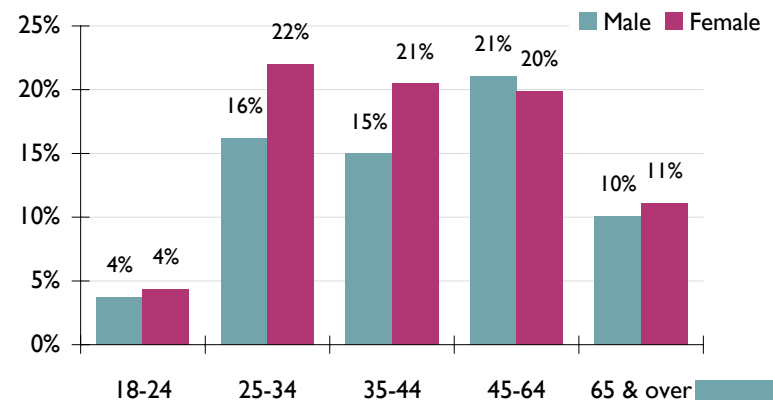
From 2000 to 2020 the total population is projected to increase by 3,025 residents. Some of that increase is projected in the youngest age group, 0-4 year olds, and the middle age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000. The share of population over the age of 55 will increase from 24 percent in 2000 to 36 percent in 2020 as the population under 20 years old declines from 29 percent to 25 percent.

The background also shows the surge in population from the baby-boom, now in their late-30s to mid-50s and another, shorter duration surge in births in the late 80s, now in their late teens. This age group also includes the influx of students who, like many students born in the county, do not remain in the area once they graduate from college.

The bottom graph in some ways tracks the out-migration of youth from the county. While the share of age group with at least a bachelor's degree does not decline much from the 25-34 year old group to the next age group, it is much lower than the state distribution.



Percent of age group with at least a Bachelor's degree in Grant County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Grant County in 2002 was 63.7 percent, lower than in the state and in the nation.

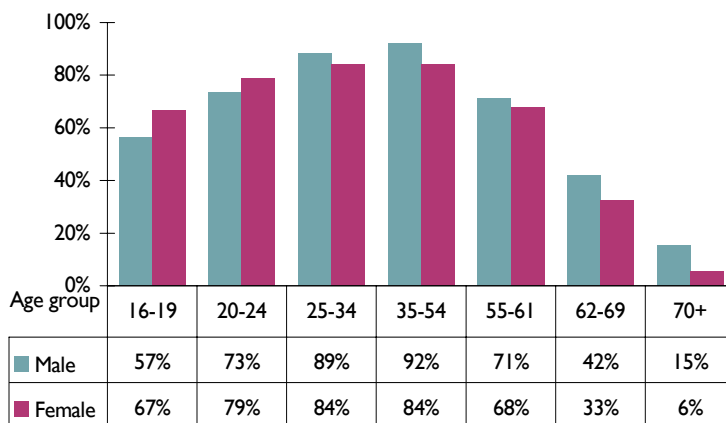
The Wisconsin LFPR is higher than in Grant County because participation among the younger age groups is higher. In Wisconsin male and female LFPR among 20-24 year olds are 82 and 81 percent, respectively; and among 16-19 year olds, 61 and 64 percent, respectively. Grant County has a greater share of population in these age groups than the state, thus lower participation rates have a greater impact on the labor force. A couple factors that contribute to both the greater share of population and lower participation rates are a large institutional population that is included in the potential labor force age population by the US Census Bureau, the source of the data in the top chart, and the population attending college.

Of greater significance to the future labor force, however, are the lower participation rates among older residents and the increasing number of residents in these age groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force in Grant County will increase only one percent even though the labor force population (16 years and older) expands from 39,288 in 2000 to 42,897. In the last twenty-

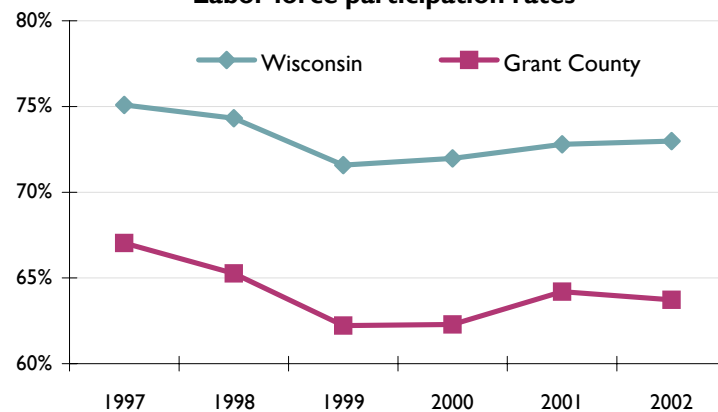
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Grant Labor Force Participation by Age & Sex in 2000



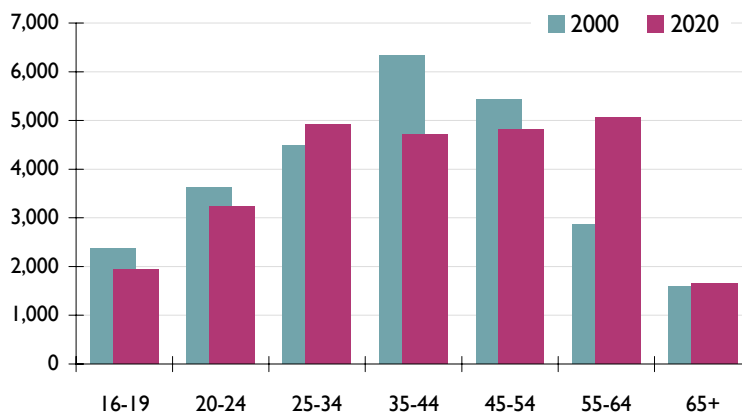
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Grant County



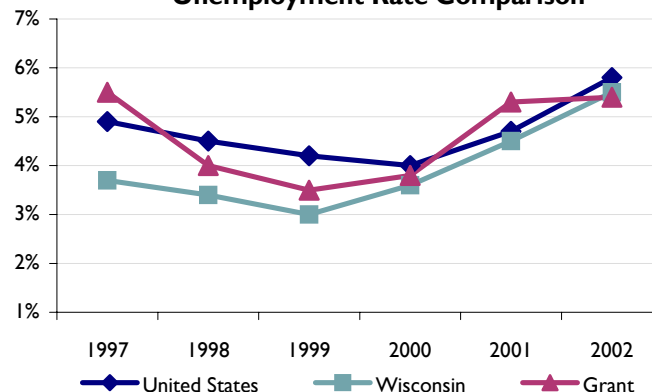
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Grant County Workforce Profile

year period the labor force increased 6.2 percent. More of the population will be over 55 years old, an age when participation in the labor force declines. Increasing the participation of residents over 55 years old could add over 900 participants to total labor force.

There has been a slow erosion in the current labor force in the last several years. In 1997 the total labor force in Grant County was 25,373 and the unemployment rate was 5.5 percent. The labor force declined to 24,550 in 2002 and the unemployment rate declined to 5.4 percent.

Unemployment Rate Comparison



Grant County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	25,373	24,800	23,613	24,326	25,099	24,550
Employed	23,974	23,797	22,790	23,409	23,780	23,233
Unemployed	1,399	1,003	823	917	1,319	1,317
Unemployment Rate	5.5%	4.0%	3.5%	3.8%	5.3%	5.4%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Grant County is in the southwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. The one occupation where wages are higher and some post-secondary education is required is registered nurses.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In the southwest region, however, this list also includes five occupations that require no degree although many employers have grown to expect some institutional training for workers to fill these jobs. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

Southwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.36
	Network & Comp. Systems Admin.	Bachelor's degree	\$22.01
	Personal and Home Care Aides	1-month or less training	\$7.94
	Medical Records and Health Information	Associate degree	\$9.95
	Medical Assistants	1-12 mo. on-the-job training	\$10.91
	Computer and Information Systems	Work experience & degree	\$30.39
	Social and Human Service Assistants	1-12 mo. on-the-job training	\$12.43
	Computer Systems Analysts	Bachelor's degree	\$31.98
	Hotel, Motel, and Resort Desk Clerks	1-month or less training	\$7.72
	Home Health Aides	1-month or less training	\$8.65
Most Openings	Cashiers	1-month or less training	\$7.48
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.70
	Retail Salespersons	1-month or less training	\$9.86
	Waiters/Waitresses	1-month or less training	\$6.77
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Registered Nurses	Bachelor's degree	\$22.41
	Stock Clerks/Order Fillers	1-month or less training	\$10.22
	Packers/Packagers/Hand	1-month or less training	\$10.21
	Shipping/Receiving/Traffic Clerks	1-month or less training	NA
	Office Clerks/General	1-month or less training	\$9.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Southwest WDA includes Grant, Green, Iowa, Lafayette, Richland and Rock counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

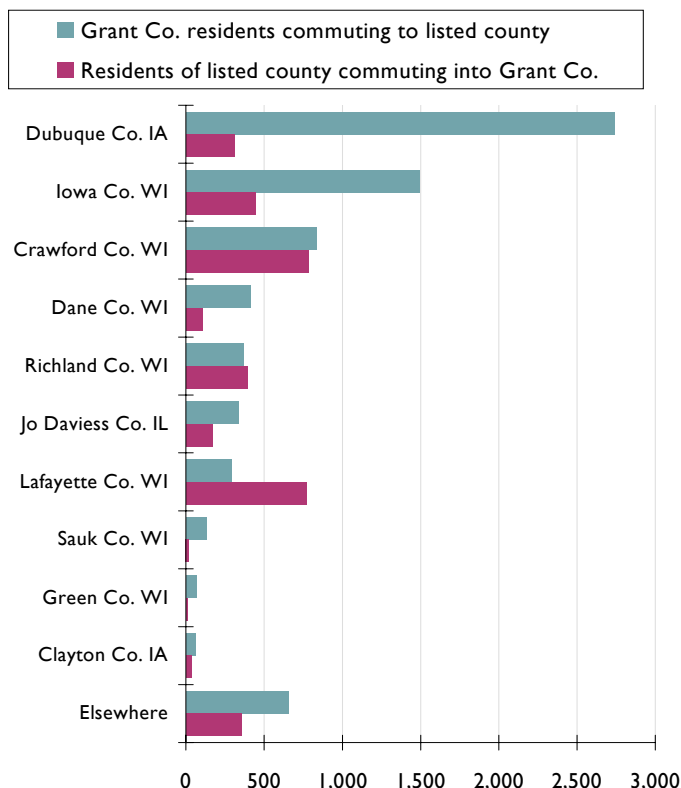
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Grant County where a large share of the labor force is employed outside of the county. In Wisconsin, commut-

ing patterns for municipalities are also available every ten years from the census and were released in April 2003.

In Grant County, 7,394 residents, 30 percent of the workers who live in the county, traveled out of the county for a job. One in every three workers who left the county headed for employers in Dubuque County, Iowa. The flow of traffic across the Mississippi River has not declined since the last census in spite of major job losses in Dubuque County. For every eight workers that drive to Dubuque County for a job, one worker from Dubuque drives to Grant County. The most popular destination for workers from Iowa is the City of Platteville.

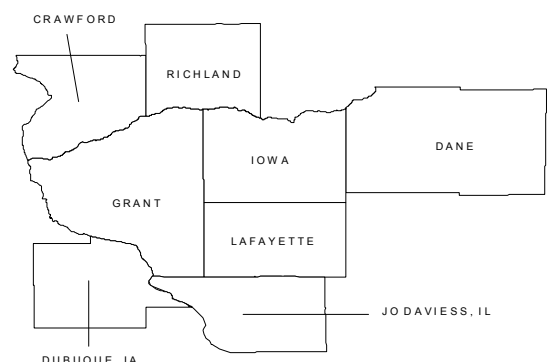
Nearly 3,000 residents also seek jobs in the neighboring counties of Crawford, Richland, Iowa and Lafayette. Wisconsin employers in the cities of Prairie du Chien in Crawford County and Dodgeville in Iowa County attract over 1,600 Grant County workers. Nearly all of the workers commuting to Richland County are headed to jobs in the City of Richland Center.

The traffic also flows into Grant County from these counties but in smaller numbers and overall, the county loses more workers than it gains. Roughly 3,410 workers travel into the county for jobs and nearly one-quarter of them are Crawford County residents and another 23 percent are from Lafayette County. The two most popular destinations for these workers are employers in the cities of Platteville and Boscobel, home to some of the county's largest employers.



	Grant Co. residents commuting to listed county	Residents of listed county commuting into Grant Co.	Net gain or loss of workers
Dubuque Co. IA	2,739	312	-2,427
Iowa Co. WI	1,494	446	-1,048
Crawford Co. WI	837	782	-55
Dane Co. WI	413	107	-306
Richland Co. WI	367	392	25
Jo Daviess Co. IL	337	171	-166
Lafayette Co. WI	294	773	479
Sauk Co. WI	131	20	-111
Green Co. WI	68	10	-58
Clayton Co. IA	59	38	-21
Elsewhere	655	356	-299

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

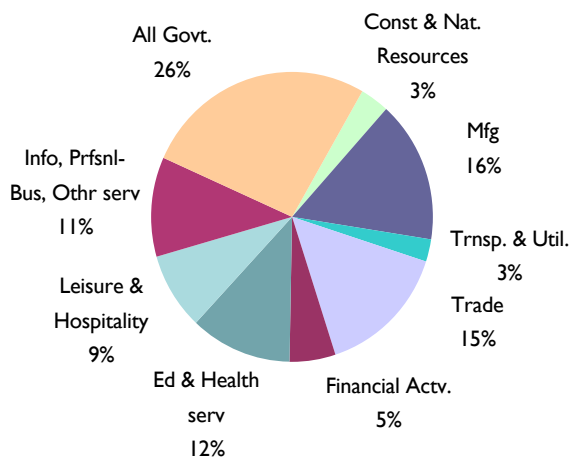
There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were reassigned from manufacturing and grouped with natural resource industries.

Some of the changes to the Grant employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities, and no longer includes communication. The share of jobs dropped as most jobs in communication moved to a new information sector.

Wholesale and retail trade jobs declined to 15 percent of total employment in NAICS from 24 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector. It is grouped with private education, but most education

(Continued on page 7)

Grant County Industry Distribution: 2002



2002 Industry Employment in Grant County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	623	3%	Construction & Mining	4%
Manufacturing	2,993	16%	Manufacturing	17%
Transportation, warehousing & utilities	494	3%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	2,807	15%	Wholesale trade	4%
			Retail trade	20%
Financial activities	1,021	5%	Finance, insurance & real estate	6%
Information, professional & business services, other services	2,075	11%	Services & misc (incl. agr, forestry, fishing)	21%
Education and health services	2,228	12%	Government	26%
Leisure & hospitality	1,614	9%		
Government	5,069	27%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Grant County Workforce Profile

jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers in Grant County uses the North American Industry Classification System. In this list below all private and public education were grouped together making it the largest industry sector in the county, as it has been for several years. One big change with this list over previous

years is the inclusion of sub-groups within health services, three of which appear on the top industry list.

In total, the largest industry sectors provide nearly half of all the jobs in the county while the ten largest employers provide one in every five jobs. Five of those employers are from the public sector. This list, dated March 2003, also includes three manufacturing employers that had layoffs later in 2003.

Top 10 Industry Groups in Grant County

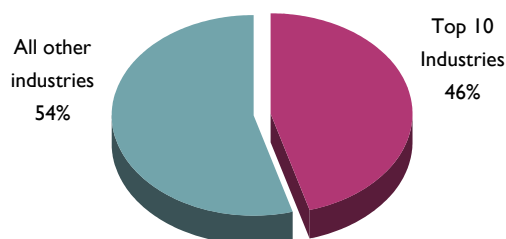
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	14	2,671	-66
Food Services and Drinking Places	101	1,243	-55
Executive, Legislative, & Gen Government	52	877	2
Electrical Equipment and Appliances	*	*	*
Nursing and Residential Care Facilities	13	671	-25
Hospitals	*	*	*
Ambulatory Health Care Services	48	499	122
Food Manufacturing	13	450	28
Food And Beverage Stores	19	449	-15
Administrative and Support Services	26	439	108

*data suppressed to maintain confidentiality

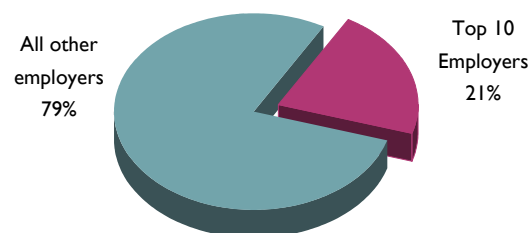
Top 10 Employers in Grant County

Company	Product or Service	Size
University of Wisconsin- Platteville	Colleges, universities, and professional schools	500-999
County of Grant	Executive and General Government	500-999
Brodbeck Enterprises	Grocery Stores	250-499
Philips Electronics North America	Power, distribution, and specialty transformer manufacturing	250-499
Rayovac	Primary battery manufacturing	250-499
Southwest Health Center	Nursing care facilities	250-499
Platteville Public School	Elementary & secondary schools	250-499
Southwest Wisc Technical College	Post-secondary education	250-499
WI Secure Programs Facility	Correctional institutions	250-499
Milprint	Commercial flexographic printing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Grant County Workforce Profile

The bottom graph emphasizes the strong presence of education and health care services employers in Grant County. Roughly 31 percent of all jobs in the county and 26 percent of total payroll is from this sector. The annual average wage for workers in the education and health sector in 2002 was only \$28,628, much lower than the average wage for similar workers statewide.

The average wage for all workers in Grant County of \$23,821 increased 3.1 percent from the 2001 average of \$23,104. Statewide, the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors there are still details on part time jobs and temporary employment missing that are key components to annual average wages. Census 2000 revealed that 27.9 percent of the

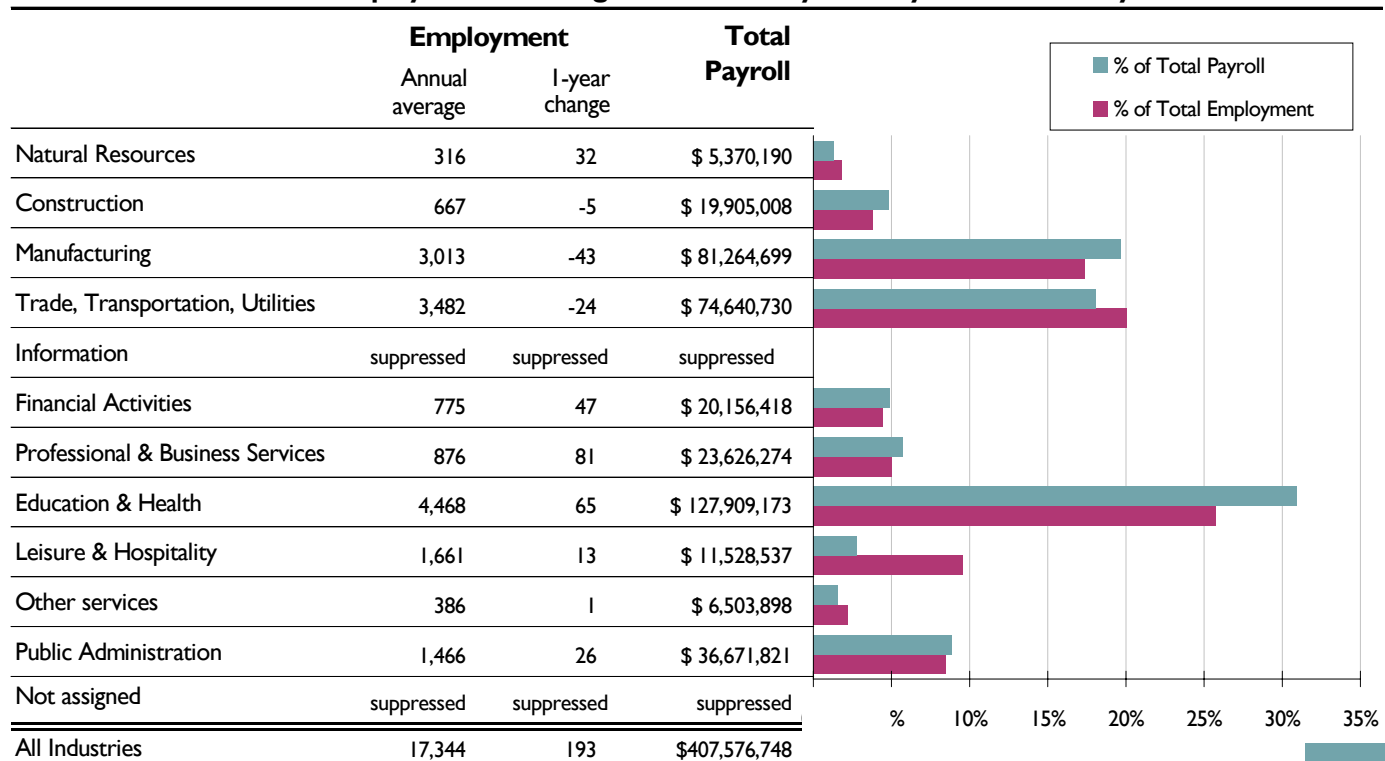
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Grant County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,821	73%	3.1%
Natural resources	\$ 25,481	\$ 16,994	67%	-3.3%
Construction	\$ 39,649	\$ 29,843	75%	3.5%
Manufacturing	\$ 40,584	\$ 26,971	66%	4.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,436	75%	3.8%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 26,008	64%	4.0%
Professional & Business Services	\$ 36,324	\$ 26,971	74%	-5.6%
Education & Health	\$ 33,768	\$ 28,628	85%	4.0%
Leisure & Hospitality	\$ 11,837	\$ 6,941	59%	2.4%
Other services	\$ 19,500	\$ 16,849	86%	3.9%
Public Administration	\$ 33,769	\$ 25,015	74%	0.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

workforce work part-time and 25 percent work less than 40 weeks per year. The low wages for workers in leisure and hospitality reflect the high incidence of part-time and seasonal jobs in this industry. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Grant County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Grant County. Even though net earnings comprise 58 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Grant County.

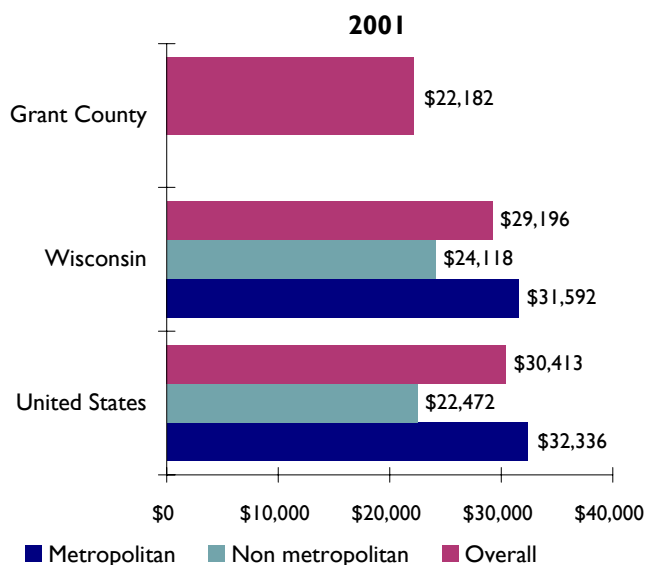
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

contribute to a lower per capita personal income in the county. The gap closes however if you compare Grant County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

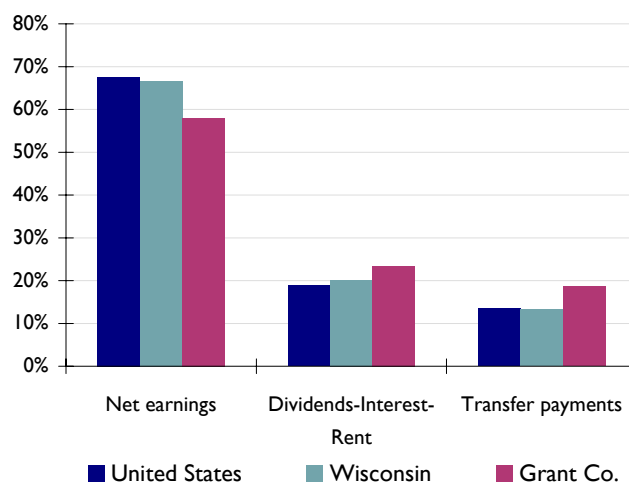
The Grant County PCPI of \$22,182 in 2001 was 73 percent of the national PCPI and 76 percent of the state. It ranked 48th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Grant County	\$17,675	\$18,764	\$20,212	\$20,490	\$21,492	\$22,182	3.2%	25.5%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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